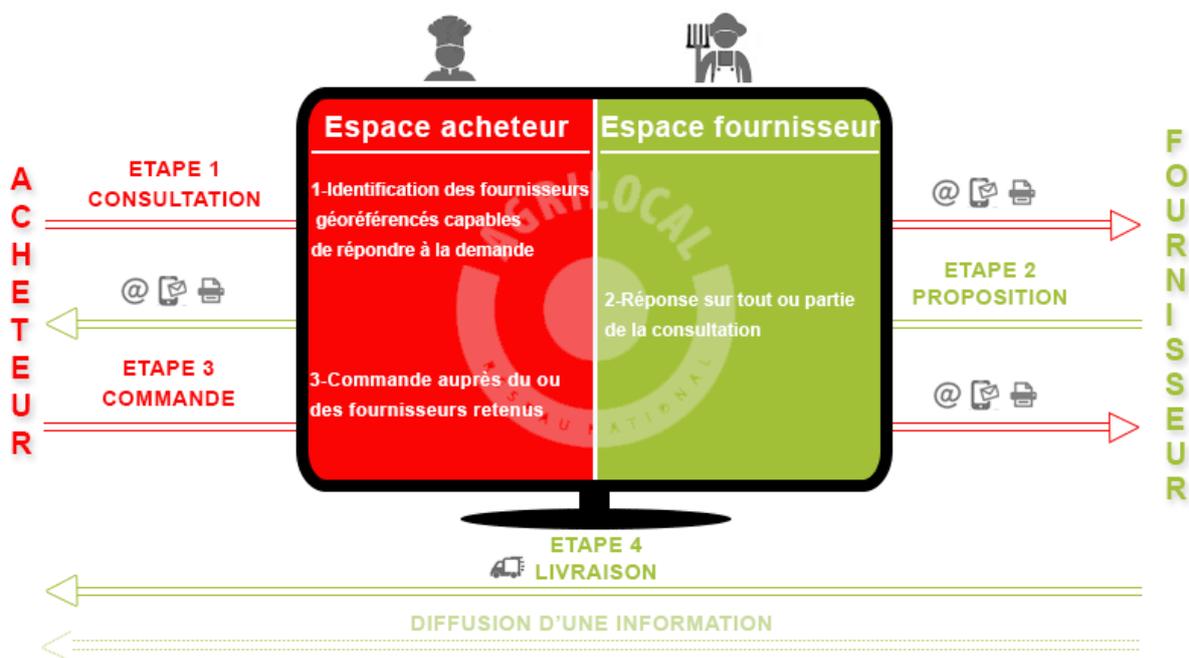


Agrilocal

An online platform for public procurement



Summary

Agrilocal has been developed as a platform to link public purchasers of food and drink and local suppliers which has spread across 30 regions of France.

Project Type: public procurement; methodological

Type of beneficiaries
SME, public food purchasers

Key words:

Competitiveness, new markets, added value, short supply chains

Duration: 2012-2015

Location: France

Description

Official project title

Agrilocal

Context and needs

The Conseil General of the Drôme and Puy-de-Dôme Departments of France initiated the Agrilocal tool in 2012, as a response to a desire for more local food in public institutions. This followed on from work carried out to improve public procurement with regard to local food in Rhône-Alpes in 2010.

Objectives

The Agrilocal tool was developed in the Drôme as a platform to enable the interaction between local producers and purchasers of food and drink for public kitchens. It was designed as a tool to enable easy identification of suppliers while respecting public procurement procedures. The approach promotes short supply chains and the promotion of local quality products

Activities

The tool is a web based platform which enables exchanges between local producers and purchasers of food and drink for public kitchens (schools, hospitals, nursing homes etc.). The tool provides a snapshot of the availability of local produce, and provides a free for suppliers and buyers. Its use requires a simple registration for the buyer as for the producer. A login is assigned for access to the service. Suppliers and buyers are geo-referenced in a comprehensive database, to allow supply from the local area, for both conventional and organic products.

The process is kept simple, and operates in three stages:

The identification of local suppliers capable of meeting the supply criteria. The tool automatically generates a message to nearby suppliers (message, email, text message) to producers capable of meeting the supply criteria.

The supplier responds to the proposal with an offer, for all or part of the quantities required

The purchaser selects the supplier whose offer best suits the need and the criteria. Those selected or not selected are informed of the decision

The simple toolkit allows a definition of requirement focussing on provenance and quality, and in improving supplier provider links.

Results

The Departments of Puy-de-Dôme and Drôme have both been rewarded for the founding of agrilocal with national awards.

Puy-de Drome reported €290 000 euros in orders, 1520 supply offers, 2259 different products ordered (56.4 tons), 143 buyers trained and 205 qualified suppliers in 2014, while Drôme won an innovation award in the same month for its adoption of the platform. With 21 departments having adopted the tool by the end of 2014, the target for 2015 is 30 departments.

Contact

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Additional sources of information, links:

www.agrilocal.fr

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